

EARTH DAYS

So you think **eco-friendly fashion** is synonymous with burlap, hemp, and joylessness? Some very savvy designers would beg to differ.
By Loren Savini

Photographed by
Colin Leaman

Silk top and pants by Stella McCartney. Details, see Shopping Guide.
These pages: Fashion stylist, Coquito Cassibba.
Hair: David Colvin.
Makeup: Courtney Perkins.
Manicure: Elina Ogawa.
Model: Hanna Sorheim.



SUSTAINABLE FASHION HAS MADE SAVING THE WORLD ONE THING IT NEVER WAS: GLAMOROUS.

Cotton dress by Mara Hoffman. Details, see Shopping Guide.

You hail a green cab to Brooklyn. By sheer power of waste vegetable oil, you arrive at a warehouse—scratch that. You arrive at a reclaimed textile mill. The roof is tiled in solar panels. You're greeted by the scent of biodynamic basil and aeroponic tomatoes. A waiter offers you a house-made kombucha in a martini glass. To your right: Leonardo DiCaprio cracking jokes with Elon Musk. Marion Cotillard floats by in a floral Reformation wrap gown that practically has a French accent all its own. Across the roof: Gisele in a ruffly

Viktor & Rolf upcycled couture number, absorbed in conversation with Jane Goodall, who is gesticulating excitedly, vegan tempura in hand. Meanwhile, Emma Watson stands in the corner awkwardly tugging at her ethically sourced shift dress. Welcome to the totally made-up yet not totally implausible sustainable-fashion party. (The only thing unlikely here is Emma Watson being awkward.) See, it turns out that fashion with a conscience is not comprised of sad burlap-sack dresses and miniskirts made from the naturally fallen eyelashes of rescued circus animals.

On a scale of chic, it's more like the opposite. It's H&M creating lines made with recycled materials, like shoreline waste. It's Levi's checking in on how much water a pair of 501s uses (1,000 gallons in a lifetime of being grown, worn, and washed). It's non-awkward Emma Watson strolling the red carpet in a Calvin Klein pantsuit made almost entirely from recycled plastic bottles. Sustainable fashion today is considered and elevated—and elegant. If the fashion world is a reflection of where we are socially—flowers for the antiwar '60s, shoulder pads for the opulent '80s—it follows that 2017

brings with it recycled fibers.

Because this is where we are: with a White House that denies climate change at the same time that scientists (as opposed to “scientists”) are freaking the hell out that carbon dioxide, methane, and other greenhouse gases are choking the life out of planet Earth faster than anyone saw coming. So the people respond. We look at where our coffee comes from. We look at where our reclaimed wood comes from. And increasingly, we look at where our dresses are coming from. Responsibly made clothes are an emotional—and practical—response from an industry that has (if we’re being honest, and we’ve come this far) created a lot of the trouble. Aside from dyes running into our waterways, there’s overall water usage (you need about 713 gallons of water to make a single cotton T-shirt), pesticides used to grow cotton, petroleum used to make polyester, the deforestation behind rayon and viscose, and on and on. The fashion industry has been a major player in the slow, systemic destruction of the environment. But there’s a silver lining. A sexy, high-cut, stunning silver lining.

We can thank Stella McCartney, who taught us that eco fashion was not a contradiction in terms, for that lining. Back in 2001, when the rest of us were trying to figure out what GMO stood for, McCartney showed her first vegan collection at Paris fashion week. Obviously you won’t find any real leather, skin, fur, or feathers on anything that bears her name, but—and this is her genius—you wouldn’t know the difference between her materials and those used by any other high-end label. She doesn’t sandblast denim in the name of distressed jeans (it’s been linked to lung disease in factory workers) and is a member of the Ethical Trading Initiative, an alliance promoting workers’ rights and equality. Stella McCartney is now committed to becoming a zero-deforestation company (nearly a third of rayon and viscose is made from dissolvable pulp from endangered forests).

If McCartney is the matriarch of eco fashion, Reformation is the It girl. You’ve seen the cut-up-to-here dresses on the Taylor Swifts and Karlie Klosses of the world. The company’s “RefScale” lets you see the environmental footprint of every item. So you can feel better that the demure, off-the-shoulder dress saved 26 pounds of carbon dioxide, 664 gallons of water, and 3.2 pounds of waste (compared to similar dresses

713: GALLONS OF WATER USED TO MAKE A TYPICAL COTTON T-SHIRT

from conventional lines). Add to the list Alabama Chanin for T-shirts and trench coats; Amour Vert for beachy, SoCal-cool sundresses; and Mara Hoffman for clothes that make you want to live in St.-Tropez, and you have the makings of a fashion trend that has nothing to do with hemlines.

“When I started, I wasn’t concerned about where our wool was coming from,” says Julie Rubiner, the manager of sweater design at Eileen Fisher, a company that, while not on the cutting edge of high-end fashion, has quietly staked a claim as one of the most responsible, which may be more valuable to consumers in 2017. “But there comes a point at which you don’t want to be part of the typical supply chain. You want the next 30 years of the company to have a better footprint than the first 30.” These days, part of Rubiner’s job is to source responsibly made yarn from places like Italy and Peru. (Years ago, Eileen Fisher learned of the mistreatment of rabbits at angora farms in China and immediately stopped using it. To date, the company still doesn’t use angora.) Linda Balti, the founder of Amour Vert, has gotten creative with sustainability practices—the company has a resource-sharing agreement with another company that ensures trucks aren’t on the road empty. “The companies that articulate their sustainable policies and are honest about their challenges tend to be more sustainable,” says Jason Kibbey, the CEO of the Sustainable Apparel Coalition, a nonprofit company in San Francisco that helps fashion companies become more sustainable. For now, Stella McCartney, which says about 53 percent of its womenswear is sustainable, may not be the norm. The same goes for Patagonia, which donates 1 percent of sales to environmental groups.

But then again, they’re no longer the outliers, either.

IMPORTANT SAFETY INFORMATION (CONTINUED)

Serious and/or immediate allergic reactions have been reported. They include: itching, rash, red itchy welts, wheezing, asthma symptoms, or dizziness or feeling faint. Get medical help right away if you are wheezing or have asthma symptoms, or if you become dizzy or faint.

Do not take BOTOX® Cosmetic if you: are allergic to any of the ingredients in BOTOX® Cosmetic (see Medication Guide for ingredients); had an allergic reaction to any other botulinum toxin product such as *Myobloc*® (rimabotulinumtoxinB), *Dysport*® (abobotulinumtoxinA), or *Xeomin*® (incobotulinumtoxinA); have a skin infection at the planned injection site.

Tell your doctor about all your muscle or nerve conditions, such as ALS or Lou Gehrig’s disease, myasthenia gravis, or Lambert-Eaton syndrome, as you may be at increased risk of serious side effects including difficulty swallowing and difficulty breathing from typical doses of BOTOX® Cosmetic.

Tell your doctor about all your medical conditions, including: plans to have surgery; had surgery on your face; weakness of forehead muscles; trouble raising your eyebrows; drooping eyelids; any other abnormal facial change; are pregnant or plan to become pregnant (it is not known if BOTOX® Cosmetic can harm your unborn baby); are breast-feeding or plan to (it is not known if BOTOX® Cosmetic passes into breast milk).

Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal products. Using BOTOX® Cosmetic with certain other medicines may cause serious side effects. **Do not start any new medicines until you have told your doctor that you have received BOTOX® Cosmetic in the past.**

Tell your doctor if you have received any other botulinum toxin product in the last 4 months; have received injections of botulinum toxin such as *Myobloc*®, *Dysport*®, or *Xeomin*® in the past (tell your doctor exactly which product you received); have recently received an antibiotic by injection; take muscle relaxants; take an allergy or cold medicine; take a sleep medicine; take aspirin-like products or blood thinners.

Other side effects of BOTOX® Cosmetic include: discomfort or pain at the injection site; headache; and eye problems: double vision, blurred vision, drooping eyelids, and swelling of your eyelids.

For more information refer to the Medication Guide or talk with your doctor.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

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